



**DPV**

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**WE LOVE YOUR PRODUCTS  
MORE THAN YOU DO**

**THE DAILY CHALLENGE IS WON AT THE POINT OF SALE**

DPV

field  
marketing  
a tutto  
campo



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THE DAILY CHALLENGE IS WON AT THE POINT OF SALE

## OUR CHALLENGE



The everyday challenge takes place at the Points Of Sale. You need the best allies to win. This is our core belief. Making an alliance with our clients has a unique purpose: to turn their Points Of Sale into perfect *tools* in order to win the competition and to reach all types of consumers - even the ones harder-to-please.

## COMPANY HISTORY



The company was founded in 1995 with a calling: to conceive and carry out Field Marketing services from Logistics to Human Resources outsourcing. Since then, we have grown to become a leading company, but our calling has always remained the same: wanting to be Your partner facing the everyday challenge in Points Of Sale.

## THE MARKET



DPV has grown by meeting and satisfying the needs of highly demanding clients in different markets: from information technology and consumer electronics to cosmetics. Over the years our experience has expanded to mass market, non-food, luxury goods and pharmaceutical fields always on the side of the market leaders.

# PEOPLE



Our People - together with strategy and tactics - make the difference. Our People - while never similar - bring in their cleverness and ability to contribute to a uniquely fine-tuned team.

Focusing on the objectives with determination - in order to carry out a winning project respecting rules and guidelines - our People gain the trust of Clients.

Beyond our *modus operandi* - clear procedures, web and image reporting - People are our primary asset allowing DPV to be recognized as a *Passion Inside Company!*



# TERRITORY



However widespread your network might be, DPV teams are able to bring your material and message everywhere. We know that the territory is the living-space in which your business grows and steadies. For this reason we are fully committed to ensure You a local market presence through the implementation and adjustment of all actions guaranteeing strength, presence, visibility, permanence and credibility.

## TRAINING and E-LEARNING

To ensure the leadership of our Clients on the field, DPV offers a network of trainers with a task of building loyalty and test the personnel performance in Points Of Sale. Traditional training is blended with e-learning solutions in order to develop TMC - Taylor Made Competence - for Clients. Our target is to build consistency and effectiveness in retail management.






Information Technology is the heart of all the DPV Operational Marketing activities.

Database and web platforms are developed and managed in order to seize all the opportunities offered by ever more sophisticated technology solutions to provide real time reporting.

These technology solutions have been integrated with the recent buyout of BitOrchestra, a software company, that brings in its IT competences and web design.



DRP



**DPIV**  
**STRATEGIC  
AREA**

**STRATEGIC AREA**

## **CHANNEL MARKETING**

*Raising the volume of sales, monitoring performance and retention, all in one*

**Our clients are guaranteed to have the entire process - recruiting, training of human resources, monitoring activities and data performance analysis - fully outsourced.**

## **RACK JOBBING**

*Zeroing time-to-market and problematic situations of supply chain system by using instant order*

**Our activities on Points Of Sale do not finish with shelf loading. We guarantee scheduled refill activities, out of stock survey and maintenance and visibility of your display rack. We further manage sell-out data, web reporting with in-depth analysis and accounting procedures in compliance with Your company policies.**

## **MERCHANDISING**

*Raising sell-out, speeding up the know-how, increasing visibility, optimising materials, saving money and resources*

Our clients are guaranteed to have this entire process fully outsourced. Through our professional teams all over the territory and the logistic platforms for urgent interventions we guarantee velocity, simultaneity and respect for timing.

## **SALES FORCE IN OUTSOURCING**

*Building full time, well-motivated teams*

We have been working inside the most important store chains and Points Of Sale for years. We believe that adding order taking to other operational marketing activities is strategic, consecutive and efficient. Further, we can keep your costs foreseeable and verifiable. And finally, we bring you tangible - otherwise not easily obtained - information, daily.

## **HARD SELLING**

*Being present on the territory, strengthening launch of new products and seasonal collections*

If you need to value new markets or new test areas, we are able to offer professionals, trained in Your specific needs to guarantee a flexible and cost-controlled solution.





TACTICAL  
AREA

TACTICAL AREA

## **PRESIDIUM ACTIVITIES**

### **Visual Merchandising**

DPV counts on a network of more than 100 visual merchandisers distributed on the territory, equipped with the best technical devices in order to report each part of the activity. DPV is able to guarantee an excellent presidium of display racks. Special Key Finding Reports complete the proposal.

### **Selective markets**

A total presidium of Points Of Sale, by a specialised team of merchandisers (cosmetics, IT, etc) and a network of window displayers providing assembly and upkeep of even more articulated set ups.



## Out of Stock Monitoring

Sales Force Reporting is a system that allows - at all levels of Your sales network - to be alerted on out of stock data and to monitor the actions taken.

## Demo Days

A network of promoters, or better, the ambassadors of your brand, are ready to valorise your products. Promoters are available on our web-based on-line booking system of demo days directly from the sales network.

## Synergy Team

A synergic team of more than 80 elements distributed on territory works simultaneously on different projects and is ready to solve problematic retail urgencies, from simple rack jobbing tasks to order taking and display management.





**LOGISTIC  
AREA**

**LOGISTIC AREA**

## **Positioning and Display set up**

This means planning the activities to the last detail, coordinating resources on the territory and maintaining the commitment to Your Customers for the continuous improvement of product set up.

## **Promo logistics**

Full management of logistic processes related to materials used for POP sales network, demo days, trade and consumer promotions and business gifts.

## **Stock Management**

A web-based system, integrated with our logistic processes and tailor-made management of stock and orders.

## LOGISTICS

A warehouse of 10.000 with Regional Hubs on the territory manages 50.000 deliveries a year. With DPV the entire logistics process of Your set up materials assigned to the sales network - BTL, POP, demo days, events, road shows and business gifts - is in good hands. A web management system enables the control and interactive handling of the stock, with photographic recognition of materials and continuous web reporting.

## WEB REPORTING

Web reporting is the *soul* of all DPV services, from logistics to attempted sales, from hard selling to the human resources outsourcing and merchandising. Real time monitoring helps our Clients to make quicker and more precise decisions. The data is presented using Client's templates, nomenclature and codes.

## ACCOUNTING AND MANAGEMENT CONTROL

We give importance to the implementation and development of rigorous methods of accounting and management control. We believe that each project should obtain a fair profit respecting market rules, in order to guarantee our Clients competitive costs and transparency.

## IN STORE PROMOTION

The In Store Promotion activities are useful tactical tools. Reaching consumers in a direct and qualified way allows You to increase sales and brand awareness while spreading knowledge of Your products.

ALCANTARA ♥ APPLE ITALIA ♥ BACI E ABBRACCI  
BELKIN LIMITED ♥ BOURJOIS PARIS ♥ BNL  
CAPITALIA ♥ CHANEL ♥ CHRONOTECH ♥ CLARINS  
COLLISTAR ♥ COTY ♥ DANONE ♥ DEBORAH  
E-MOTION ♥ FOSSIL ♥ GENERAL MILLS  
GROUPE TIVOLY ♥ HASBRO  
HELENA RUBINSTEIN ♥ HENKEL ♥ INTEL  
KIMBERLY CLARK ♥ KODAK ♥ LANCOME  
LEAF ♥ LG ELECTRONICS ♥ L'OREAL ♥ LUXOTTICA  
MARS ♥ MICROSOFT ♥ NESPRESSO ♥ NETGEAR  
NOVARTIS CONSUMER HEALTH ♥ PALM  
PANASONIC ♥ PHILIPS ♥ PROCTER & GAMBLE  
RECKITT BENCKISER ♥ RED BULL  
RENAULT ♥ SAMSUNG  
SHARP ELECTRONICS ♥ SHISEIDO  
SONY ♥ TOMTOM INTERNATIONAL  
TOSHIBA EUROPE ♥ UBI BANCA  
VODAFONE ♥ YVES SAINT LAURENT





## Why has DPV been chosen as a partner

Servicing, safe and reliable are the adjectives used by our Clients to describe DPV standards.

We are committed to the core that willing to give more than pure professional excellence through tailor-made skills and brand new technology allows us to always be by the side of our Client. And they know it.